

🎬 TITLE: 3:00 AM

🔥 LOGLINE

Plagued by vivid nightmares of violent murders that mirror real unsolved crimes, a lonely man spirals into madness — only to discover he may be committing the murders in his sleep, possessed by a demonic force that strikes at 3:00 AM.

📄 PITCH DECK OUTLINE

1. TITLE PAGE

Title: 3:00 AM

Genre: Supernatural Psychological Horror

Tone: Seven meets The Exorcist

Writer: S.Jax Raven

2. TAGLINE

“Evil doesn’t die. It just waits... for someone else.”

3. SYNOPSIS / ONE-PAGER

A withdrawn, mentally ill man named Stan Brown begins experiencing vivid, hyper-realistic dreams in which he brutally murders strangers. But when bodies start turning up that match the dream details exactly — down to time, method, and location — Stan questions whether he’s sleepwalking through a killing spree.

As FBI agents close in, and his concerned therapist uncovers disturbing clues in his psyche and his apartment, a deeper truth is revealed: Stan is being used as a vessel for a demonic presence that awakens every night at 3:00 AM — the Devil’s Hour.

4. TONE + STYLE

Dark, gritty realism meets surreal, nightmarish horror

Influences: Hereditary, The Babadook, Jacob’s Ladder, Sinister

Bleak, claustrophobic interiors; cold, clinical cityscapes

Symbolism of religious imagery, demonic possession, and psychological decay

Practical effects and restrained gore — atmosphere over shock

5. THEMES

The blurred line between madness and malevolence

Isolation in urban decay

The fragility of the human mind

Evil as contagion: a force that transfers from one person to another

Powerlessness against the supernatural

6. CHARACTERS

Stan Brown 30s, socially awkward, mentally unstable, Battles with delusions, trauma, and unknowingly becomes a possessed killer.

Dr. Evelyn Harrow 40s, intelligent, skeptical therapist, Becomes the audience's surrogate as she uncovers Stan's truth.

Det. Sid Cross 50s, cynical, grizzled FBI vet, Shoots first, drinks second, questions third.

Det. Lauren Sosa 30s, sharp, by-the-book, Learns to trust instinct and fear the unexplained

7. TARGET AUDIENCE

Primary Audience

Age Group: 18–45

Genre Fans:

Supernatural Horror Enthusiasts: Viewers who enjoy demonic possession, ritual horror, and occult mysteries (The Conjuring, Insidious, Hereditary).

Psychological Horror Aficionados: Fans drawn to layered narratives exploring trauma, guilt, and identity crises (Jacob's Ladder, The Babadook, Saint Maud).

Serial Killer / True Crime Viewers: Audiences who binge crime dramas, podcasts, and horror procedurals (Mindhunter, Zodiac, The Fall).

Secondary Audience

Horror Community & Collectors: Theaters and collectors who support indie horror in physical media and niche streaming platforms (Shudder, Arrow Player, Screambox).

Midnight Moviegoers & Festival Crowds: Genre-savvy viewers seeking atmospheric, slow-burn horror experiences with arthouse leanings.

8. VISUAL COMPS / MOOD BOARD

Include:

Candlelit bedrooms

Upside-down crosses

Foggy alleyways

Blood-dripped walls

Mirrors with delayed reflections

Demonic eyes, 3:00 AM digital clocks

9. POTENTIAL FRANCHISE / SEQUEL HOOK

The demon has moved on — and it always needs a host.

Sequel ideas could explore:

3:00 AM: Harrowed (following the therapist's descent)

Prequels — exploring past hosts

Other time-based supernatural rules (2:22, 4:44, etc.)

10. CLOSING SLIDE / CONTACT INFO

"Thank you for considering 3:00 AM — a nightmare you don't wake up from."

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